

AIPH - The World's Champion for the Power of Plants

AIPH-Approved Exhibitions'

Onboarding Kit





Introduction

Organising an Expo is a significant undertaking that requires meticulous planning, seamless execution, and a vision for long-term impact. As a global platform for innovation, culture, and sustainability, your Expo has the potential to leave a lasting legacy for participants, visitors, and the wider community.

The **Expo Onboarding Kit** is an essential guide for organising a world-class event. This kit is designed to support you through every phase of your Expo journey with practical tools, templates, and insights to ensure success.



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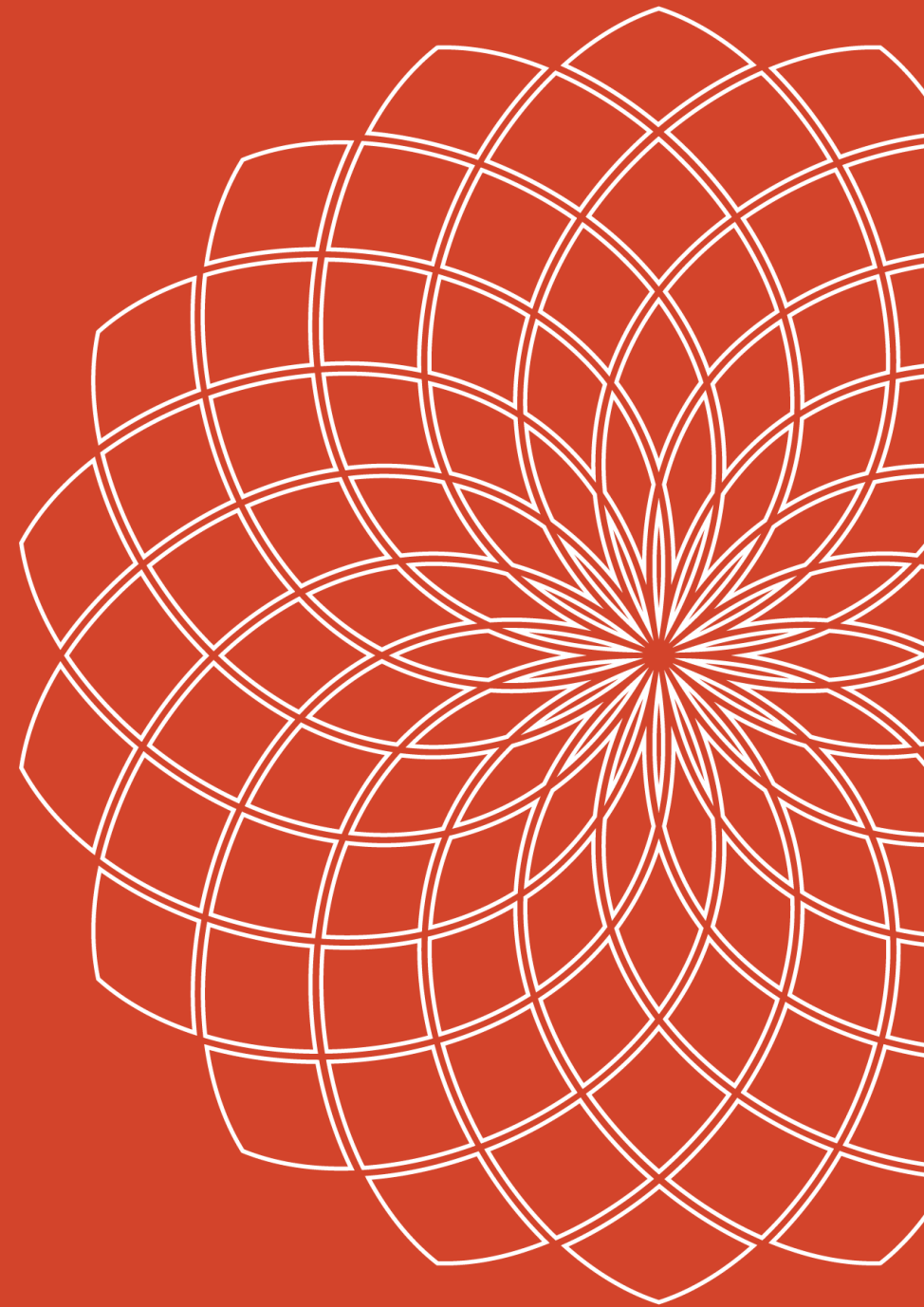
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Governance & Regulations

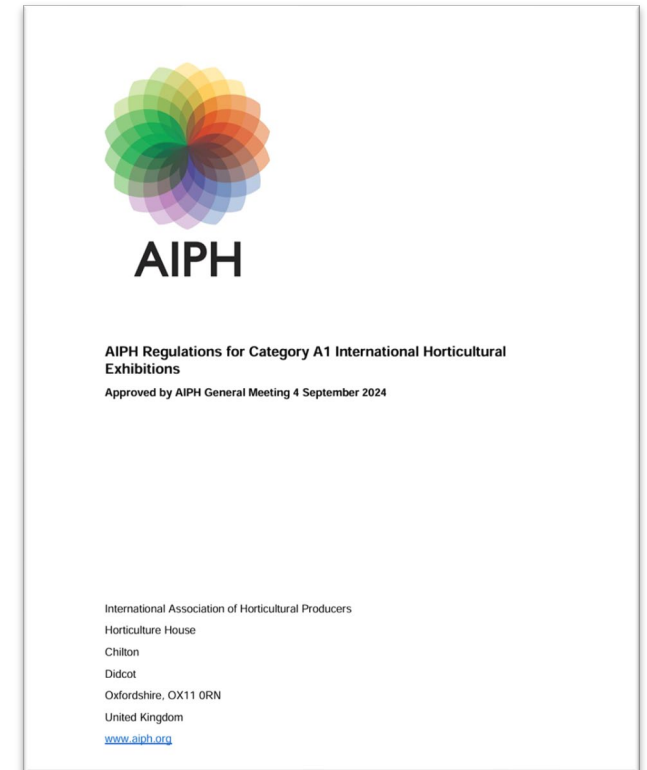


1. International Horticultural Exhibition Regulations

AIPH is an international non-profit association registered in Brussels and operating in the United Kingdom. The role of AIPH is defined within the AIPH Regulations for International Horticultural Exhibitions and in accordance with the Charter and Regulations of AIPH.

In accordance with Article 4.B.2 of the International Convention Relating to International Exhibitions, (The Paris Convention, establishing the BIE, signed in Paris on November 22nd, 1928, and Supplemented by the Protocols of May 10th, 1948, November 16th, 1966, November 30th, 1972 and the Amendment of June 24th, 1982 and the Amendment of May 31st, 1988) AIPH has been given international responsibility for the approval of international horticultural exhibitions.

Expo Regulations are one of the mechanisms set up by AIPH to help Expo organisers succeed and ensure high standards. They include requirements to reduce complexity in Expo design, planning, and operations, and to achieve the sustainability of Expos. They are regularly updated based on the expertise of AIPH as well as the best practices of other mega-events.



[Expo Regulations](#)

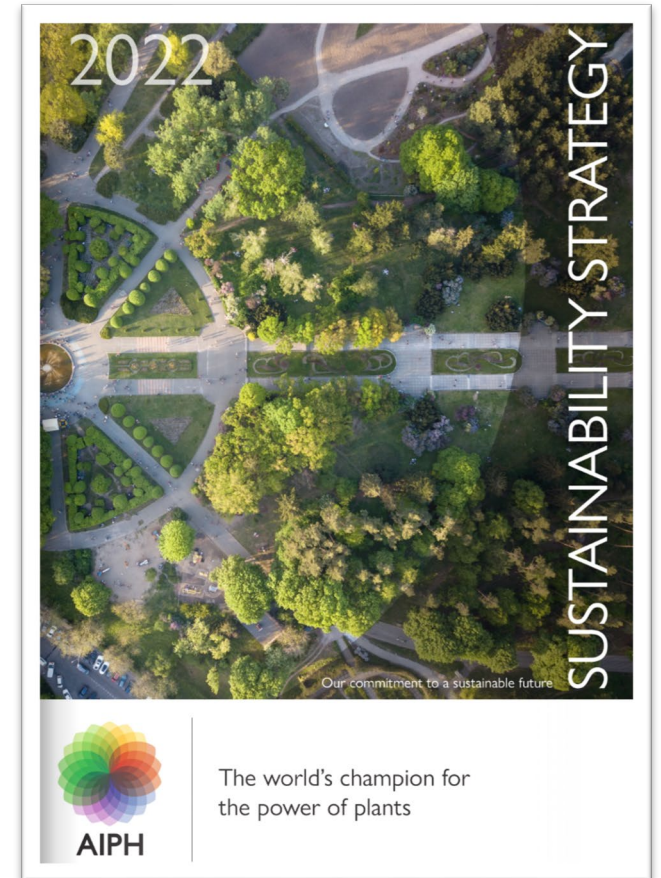
2. Sustainability Strategy and Plans

Organising a Sustainable Expo

Sustainability is fundamental to the mission of AIPH: to build a balanced and prosperous future for all, sustaining the planet for this generation and the next. This has been central to our purpose for many years, and we believe that now is the time to formalise and publicise this commitment.

In early 2021, we decided to carry out an internal review of what we do and how this relates to sustainability. This served to identify areas where our decisions and activities have an impact on people and the environment and highlight opportunities where we could drive positive change.

[AIPH Sustainability Strategy 2022](#)



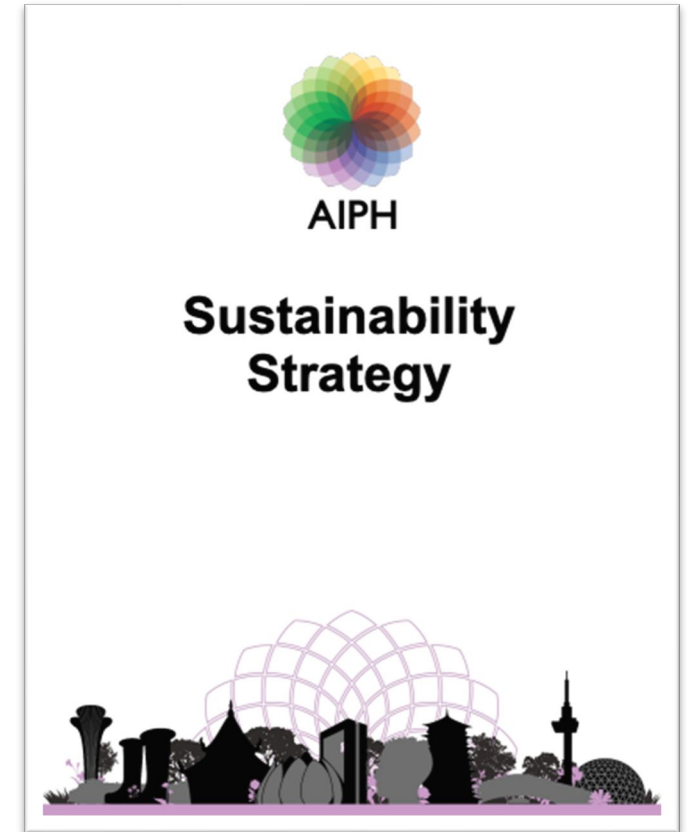
2. Sustainability Strategy and Plans

Developing a Sustainability Strategy

The Sustainability Strategy template developed by AIPH guides Expo organisers to create and implement a sustainable approach throughout the lifecycle of their events.

The document provides clear goals and objectives, broken down into specific focus areas such as construction, transport, biodiversity, energy, water, waste, and carbon management. It concludes with a set of practical appendices, including policies and guidelines, that further support the execution of a sustainable Expo.

[Sustainability Strategy Template](#)



2. Sustainability Strategy and Plans

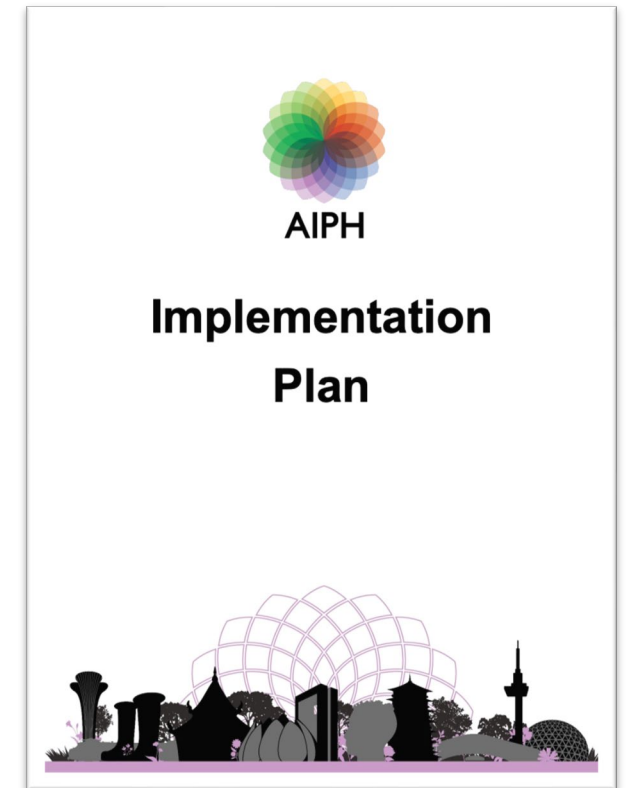
Implementation

The Implementation Plan provides a structured approach for executing the Sustainability Strategy outlined in the previous document.

The plan includes governance and stakeholder management, focusing on the management structure and analysis of key stakeholders to ensure alignment and effective communication throughout the implementation process. Key milestones and deliverables are identified to track progress, while a detailed implementation schedule, including actions, a RACI matrix, and a Gantt chart, provides clarity on roles, responsibilities, and timelines. The budget section ensures that resources are allocated appropriately, and the monitoring and evaluation framework helps track performance, identify issues, and manage changes throughout the implementation phase.

Finally, the documentation section offers guidance for compiling necessary records to support ongoing management and assessment. This plan ensures that the Sustainability Strategy is not only well-designed but also successfully executed and monitored.

[Implementation Plan](#)



2. Sustainability Strategy and Plans

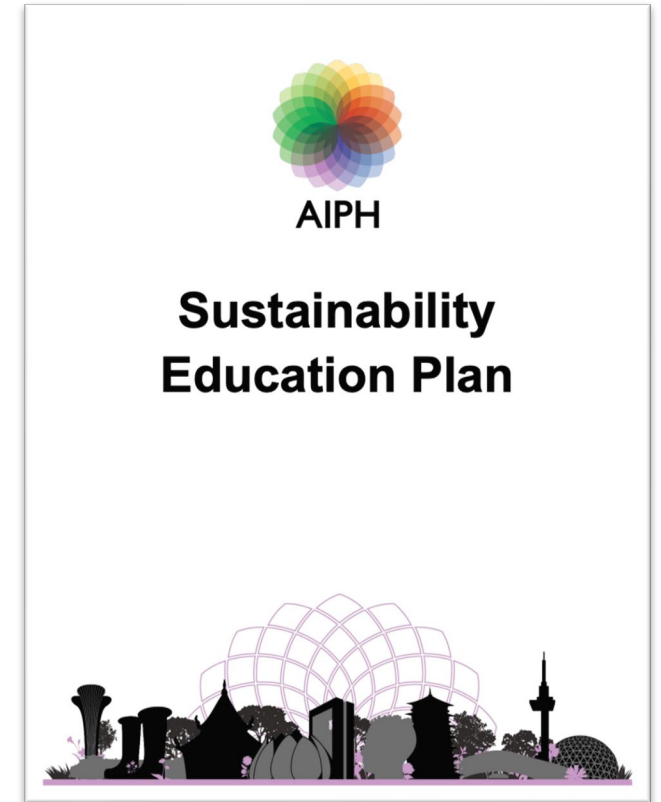
Sustainability Education Plan

An International Horticultural Exhibition has the potential to engage, inform and inspire large numbers of people across all ages and cultures. An education plan is a planning tool that will guide all the educational actions you will take during the Expo lifecycle. Your education plan should emphasise the importance and value of the Expo experience in reinforcing learning and awareness about sustainability.

A special part of the overall Education Plan should be dedicated to sustainability awareness. Educational programmes should address all stakeholders involved in the Expo and promote sustainability awareness among:

- Expo visitors, with a plan developed to address every visitor target group
- Expo construction and facility management personnel
- Expo staff, including staff of international participants
- Expo volunteers

[Sustainability Education Plan](#)



2. Sustainability Strategy and Plans

Sustainability Communications and Engagement Plan

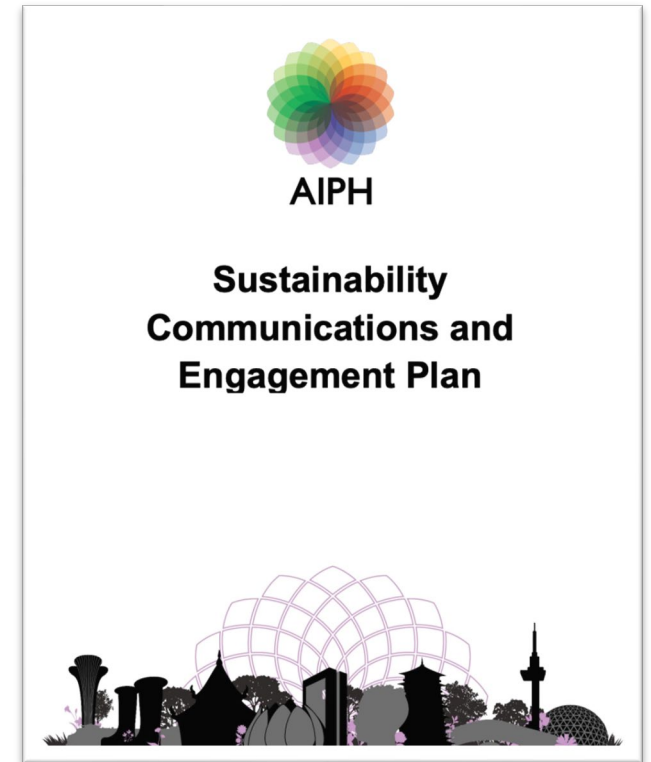
The Sustainability Communications plan should emphasise the approaches Expos will take to deliver the Expo's Sustainability message through different communication channels. Expos need to consider the following basic questions:

- What's the purpose of communication?
- Who is the target of communication?
- What's the message that's going to be communicated?
- How is the message going to be communicated and distributed?

Sustainability communications and engagement should promote the Expo sustainability message among:

- Expo visitors, with a plan developed to address every visitor target group
- Citizens and nationals of the host city and country
- International audiences

[Sustainability Communications and Engagement Plan](#)



3. Expo Communications and ALPH Guidance

Successful Expo communications will generate interest and support for the Expo from a variety of sources, to further benefit the Expo organisation, city, country; ALPH and Expo movement. Regulations set some mandatory milestones to allow ALPH to:

- Efficiently monitor Expo activities that influence public perception of horticulture, Expos, ALPH and the Expo movement.
- Help Expo organisers stay aligned with the best practices for quality Expo organisation and transmit those to future Expo organisers.
- Contribute to Expo promotion with digital communications, media relations, social media and public relations activities.

This Annex contains guidance on:

1. ALPH requirements on Expo Communications, focusing on: Communication Plans; Communications roll out & Coordination with ALPH; Expo Name and Logo; Digital media.
2. ALPH Brand Use Rules, detailing: Guidelines on ALPH masterbrand logo; Guidelines on placement of ALPH logo and lock-up; ALPH flag use; Contact at ALPH.

[Annex VI – Expo Communications and ALPH Brand Use Rules](#)

3. Expo Communications and AIPH Guidance

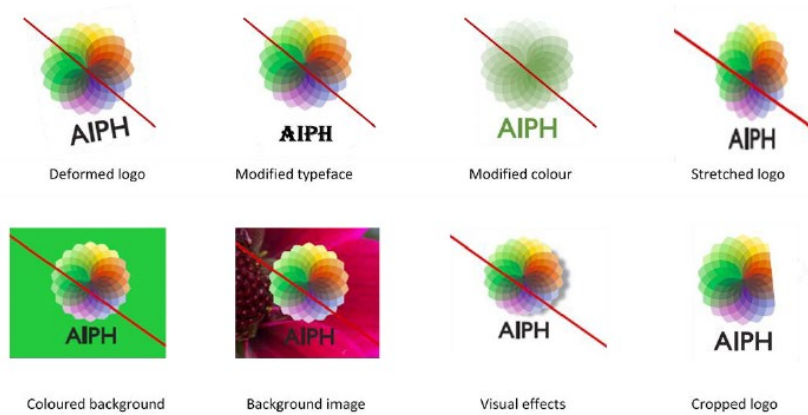
1. The AIPH masterbrand logo is a visual symbol of the brand's purpose, reflecting the championing of the power of plants.
2. The logo consists of a floral icon and wordmark, which must always maintain their original proportions without distortion. The logo should only be used in conjunction with the wordmark, ensuring a consistent visual identity.
3. The "AIPH Lockup" is mandatory for co-branding with the Expo logo. Lock-up is a specific arrangement of logos and design elements that ensures brand consistency and clarity. When creating a lock-up design, it is essential to combine the AIPH logo with the Expo logo in a way that respects both entities' visual identities. This lockup has specific requirements for logo placement, size, and clear space to maintain a balanced visual presentation.
4. Organisers are required to follow the AIPH Brand Use Rules for exhibitions, maintaining the integrity of the logo.

More details can be found in AIPH Expo Regulations - [Annex VI – Expo Communications and AIPH Brand Use Rules](#)

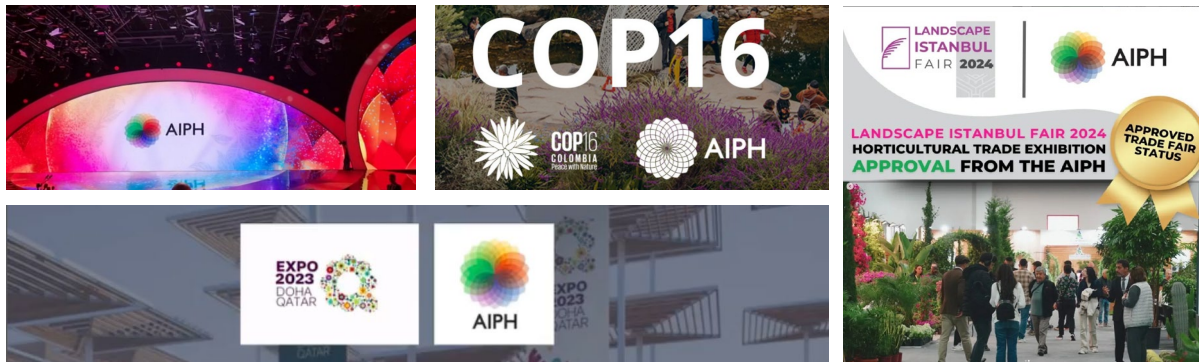


3. Expo Communications and AIPH Guidance

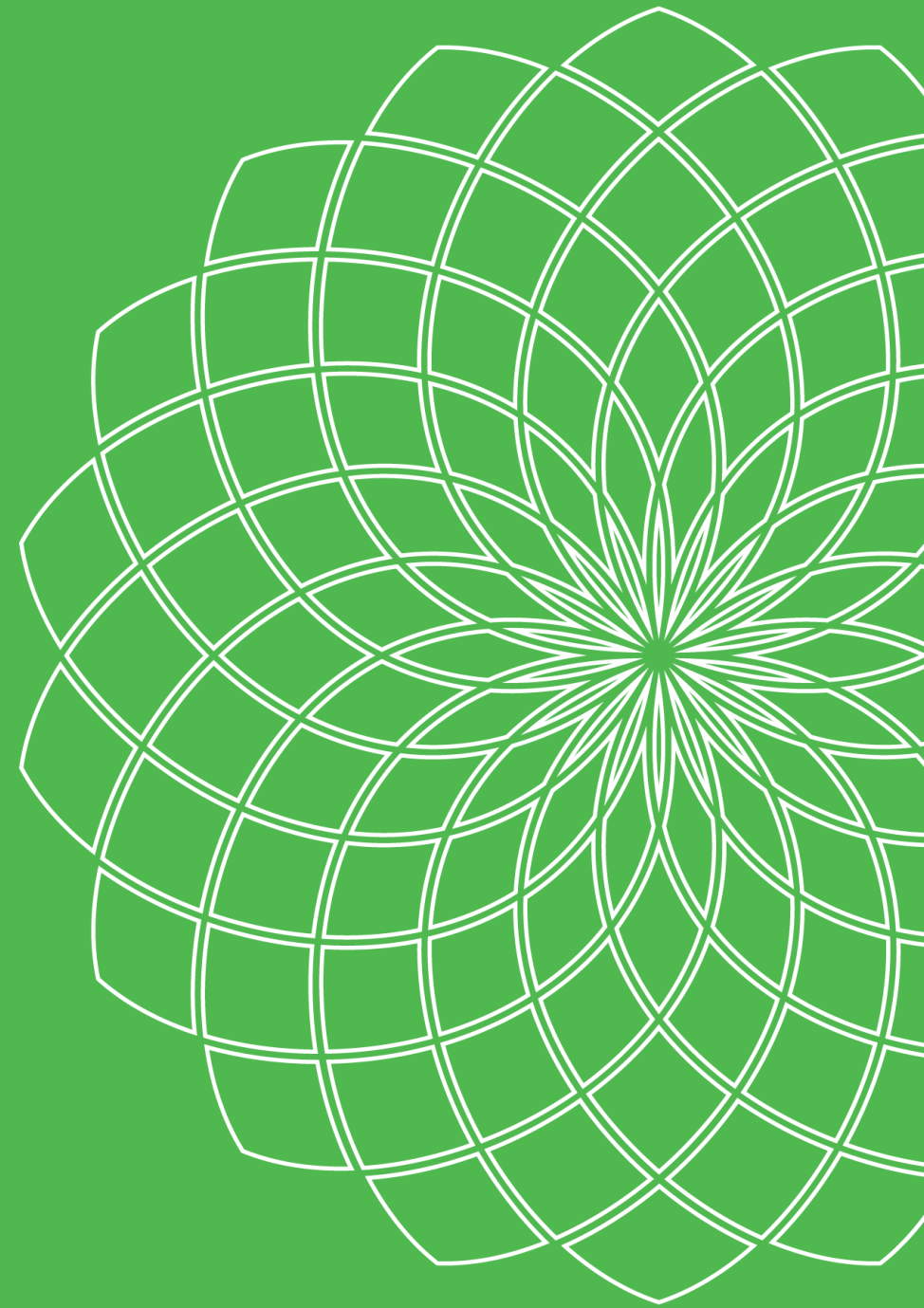
Incorrect Logo Usage:
Do Not Do These



Correct Logo Usage



Planning & Operations



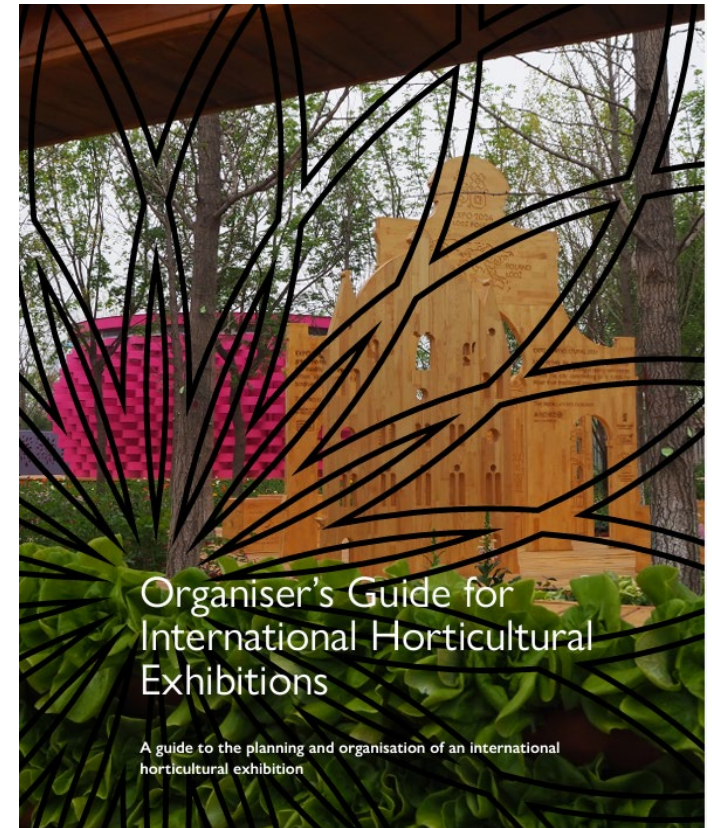
1. Organiser's Guide for International Horticultural Exhibitions

This Organiser's Guide aims to give Expo organisers a guide on how to organise International Horticultural Exhibitions of A1 and B categories by providing an overview of all aspects related to the planning and realisation of such events.

The guide is not intended to be exhaustive and does not seek to replace the consultancy support that will be needed. However, it provides useful best practices from expert consultants and experience gained from more than 50 years of ALPH-approved International Horticultural Exhibitions. Experienced organisers may use this guide as a reference and for knowledge exchange.

We invite organisers to provide their own experiences to ALPH to continuously improve this guide for the benefit of future Horticultural Exhibitions.

[Organiser's Guide for International Horticultural Exhibitions](#)



1. Organiser's Guide for International Horticultural Exhibitions

- **AIPH Overview:** The coordinating body for approving International Horticultural Exhibitions.
- **Exhibition Categories:** A1, B, C, and D, with a focus on A1 and B.

See [Application Guide](#)

- **Planning Essentials:** Feasibility, application, stakeholder engagement, and event theme.
- **Event Design:** Logo, motto, attendance projections, site architecture, and competitions.
- **Operations:** Managing hospitality, facilities, and guest experiences.
- **Marketing & Communications:** Campaign timelines, engagement strategies, and promotional phases.
- **Legacy:** Sustainability, international relations, and benefits for future generations.
- **Annexe:** Best practices and motivations for hosting an expo (economic, social, environmental benefits).

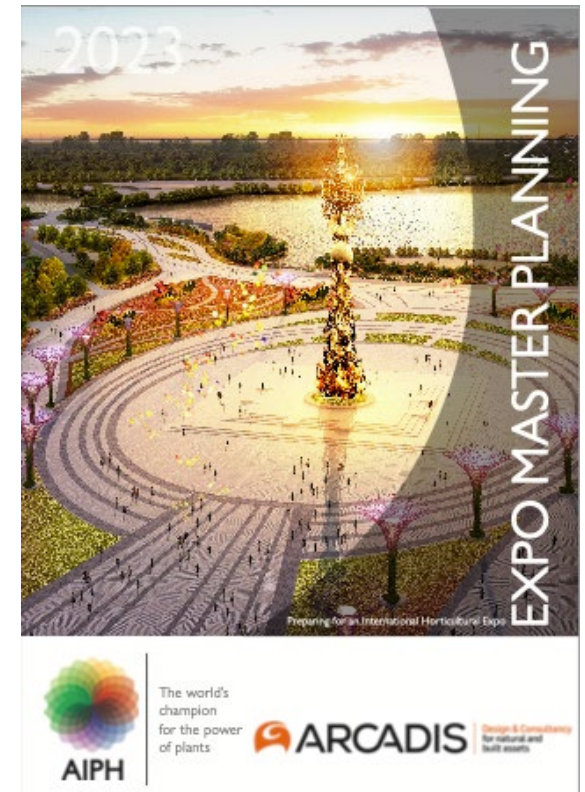


2. Expo Master Planning Guide

Horticultural Expos shape entire city areas for many decades, not just for the Expo duration. One of the primary requirements for a successful Expo project is its integration with the city and region and the positive impact it can have on city development, mobility, land regeneration.

To support future Expo organisers in planning their Expo sites, we have partnered with leading landscape architecture firm **ARCADIS** and collected knowledge and best practice from previous Expos. Together we created the Expo Master Planning Guide. It contains Expo case studies, examples of Masterplans and their pros and cons, and consideration of broader urban integration; this work will interest every urbanist, landscape architect, city planner, developer or Expo organisers.

[Expo Master Planning Guide](#)



3. WeTrack Management

ALPH has partnered with WeTrack, an established Project Management tool for mega events, to monitor the progress of Horticultural Expos.

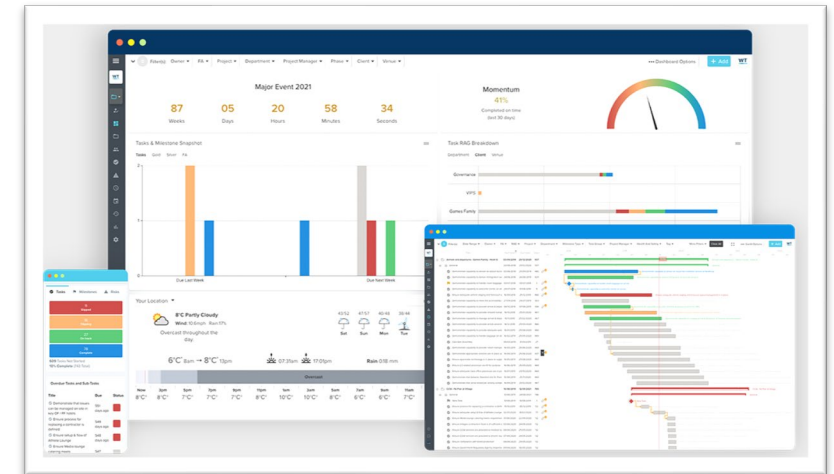
Once an Expo project is approved:

- Expo organiser receives an invitation through email to the system and is provided with access details for their WeTrack account.
- The Expo organiser accepts the invitation and sets up their account
- The Expo organiser begins using the system to submit reports and meet deadlines as per ALPH Regulations.

To assist your onboarding process and introduce you to WeTrack, we have prepared an instructional video, which can be viewed here:

[WeTrack Introduction Video](#)

WeTrack
a **momentus**™ company



3. WeTrack Management

Expo organisers can customise their notification preferences and the frequency of summary emails, including automatic updates and reminders of upcoming tasks. The summary email will offer a comprehensive overview of the task progress.

1. Tasks

- All tasks have due dates.
- Those dates are specified in the Expo Regulations and are sometimes adjusted during site inspections and communicated to you in Site Inspection Reports.
- Dates in the system are set up automatically or can only be changed by AIPH Secretariat General according to agreements with organisers.

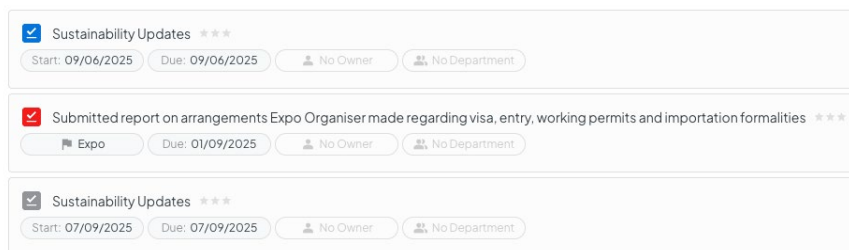


2. Flags/Rags

By default, all flags (“rags”) are set up in grey. The “rags” can turn:

- **Red:** overdue (the report not submitted, the task not implemented)
- **Amber:** there are difficulties in the task – in this case please provide comments
- **Green:** the task is on track, and you believe it will be implemented on time
- **Blue:** the task was completed.

For better transparency on changes, WeTrack keeps the history of changes of rags and their comments.



4. Progress reports to ALPH meetings

twice per year

Organisers are required to verbally report progress to ALPH meetings and field questions from members, including financial information, and other details regarding the planning, organising, financing and running of the Expo, as well as information on Expo legacy, whenever ALPH requests the organisers to do so. Reports must be presented in English.

ALPH meetings are held twice a year: ALPH Spring Meeting (generally March/April) and ALPH Annual Congress (generally September)

Expectations on milestones to be reached by Expo organisers can be found in the [ALPH Regulations](#).

Watch the records of previous Expo Conferences:

[ALPH Expo Conference | Spring 2025 | Chiang Mai, Thailand](#)

[ALPH Expo Conference | 76th Annual Congress 2024 | Warsaw, Poland](#)



2028 Ulsan International Garden Expo, Korea presented a Progress Report at the ALPH Spring Meeting 2025



Expo 2023 Doha presented a Final Report at 76th ALPH Annual Congress

5. Annual ALPH Site Inspections

once per year

For A1 and B Class exhibitions, organisers undergo annual on-site inspections by ALPH inspectors in each of the 4 years leading up to the event.

In the year following ALPH approval, the Expo organisers must submit a detailed Expo Milestones plan to specify intended dates for all Expo operations. This plan will be reviewed by ALPH and used to check conformity at regular on-site inspections.

Following approval, organisers will be subject to regular on-site inspections. Details for milestones to be reached by Expo organisers (by category) can be found in the [ALPH Regulations](#). After the site inspection, the ALPH Exhibitions Committee prepares a *Site Inspection Report*.

This report summarises key observations and recommendations, providing detailed feedback on various aspects of the site, Expo project and its readiness, as well as conformity with ALPH Expo Regulations. The purpose of the report is to ensure that all standards are met and to offer suggestions for improvement.

Some of the specific requirements or milestones can be outlined in the report and compliance with those is expected from the Expo organisers.



For A1 International Horticultural Exhibitions

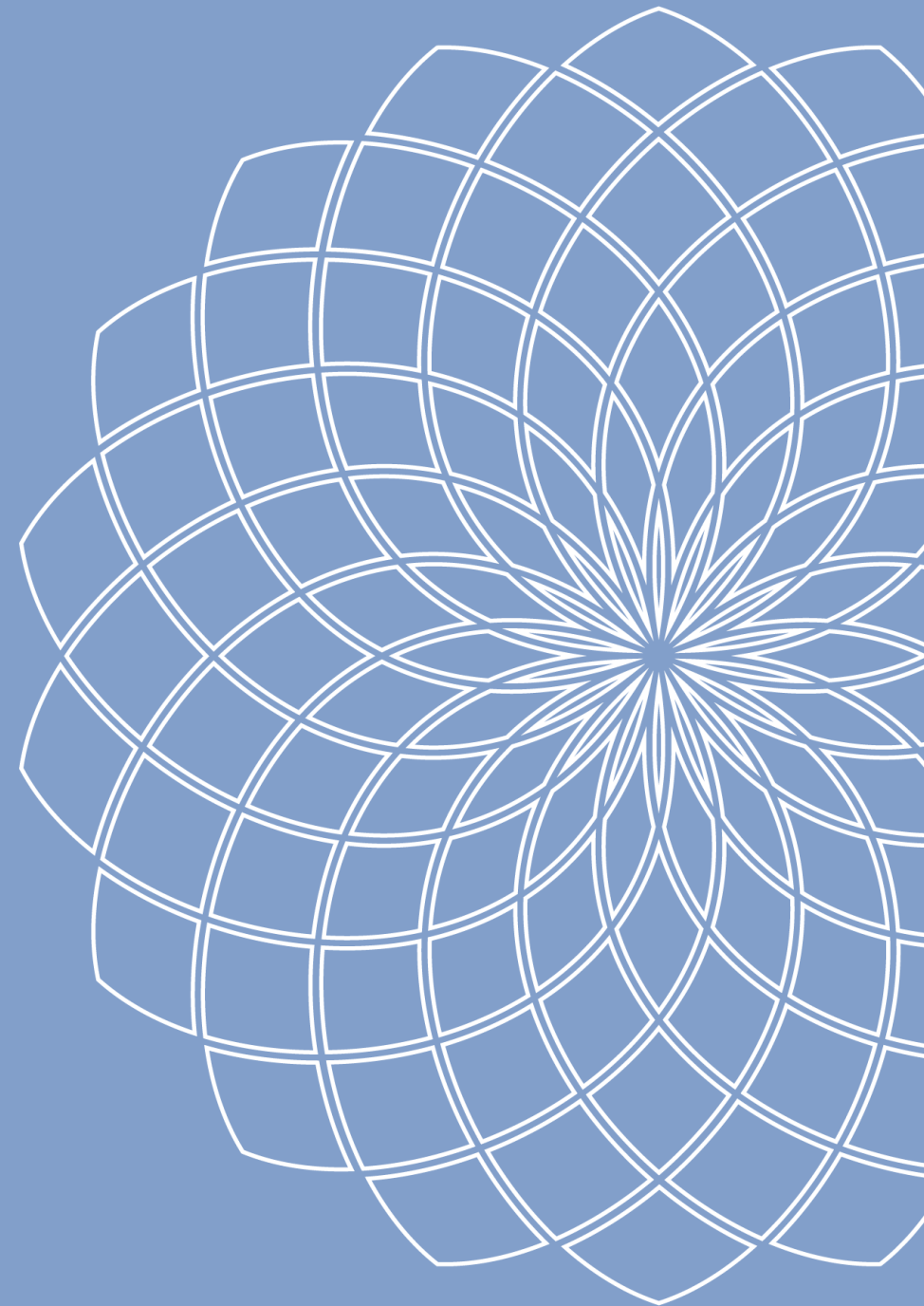
[Annex I – On site inspection – 4 years before opening](#)
[Annex II – On site inspection – 3 years before opening](#)
[Annex III – On site inspection – 2 years before opening](#)
[Annex IV – On site inspection – 1 year before opening](#)



For International Green Exhibitions

[Annex I – On site inspection – 4 years before opening](#)
[Annex II – On site inspection – 3 years before opening](#)
[Annex III – On site inspection – 2 years before opening](#)
[Annex IV – On site inspection – 1 year before opening](#)

Programming & Engagement



1. International Participants Engagement

1. Leverage International Participation from the AIPH-approved Expos network

- Promote Expo at the AIPH bi-annual events: Spring Meeting and Annual Congress
- Access the list of international participants from previous A1 Expos, including Expo 2019 Beijing, Expo 2022 Almere, and Expo 2023 Doha. Contact AIPH for detailed information.

2. Engage with Key Stakeholders in Target Countries

• Establish connections through:

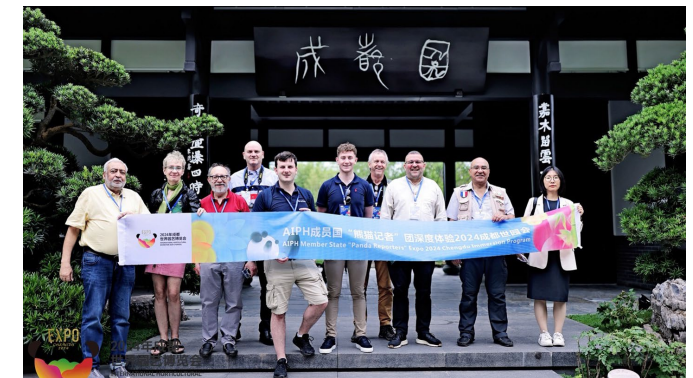
- Ministries: Agriculture, Environment, Trade & Investment.
- Embassies and Trade Representations: Ministry of Foreign Affairs or relevant diplomatic channels.
- Private Sector Organisations: Industry bodies, horticultural associations, or trade councils.

3. Engage with AIPH Members

- Reach out to AIPH members for recommendations and connections in their respective countries. Access the full list of AIPH members, including contact details, at [AIPH Members](#).



AIPH Spring Meeting in Lisbon, Portugal



AIPH Member Canadian Nursery Landscape Association (CNLA) visited Expo Chengdu 2024, China.

International Participation at Horticultural Expo Showcase

2. Ceremonies Guidance

Ceremonies Guidance is comprehensive for Expo organisers to streamline the planning and execution of Opening, Awards, and Closing Ceremonies, drawing on our extensive experience with previous Horticultural Expos. The document offers practical advice on protocol, planning, and key considerations that organisers should address to ensure successful and impactful ceremonies.

Clear guidelines on the proper use of the AIPH brand are included to prevent any misrepresentation and ensure consistent and professional branding. This resource aims to support organisers in delivering ceremonies that align with international standards and effectively showcase horticultural power and Expo's vision and achievements.

[Ceremonies Guidance Document](#)

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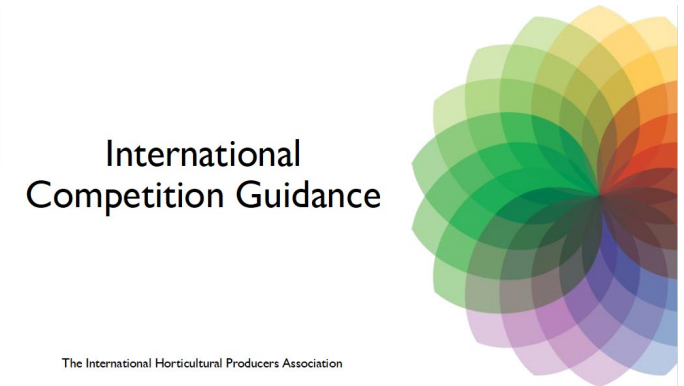


3. International Competition Guidance

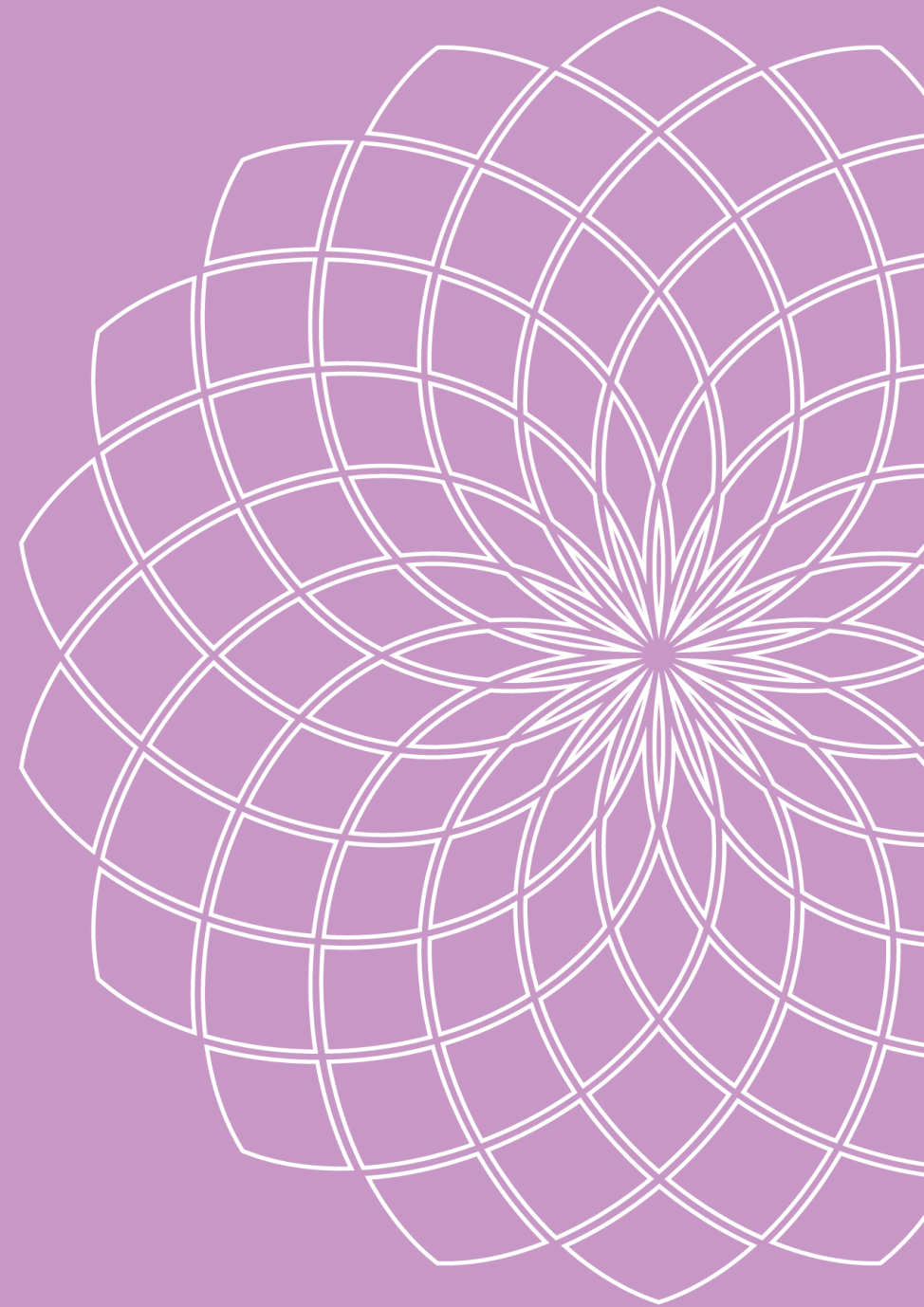
International competitions form a major component of International Horticultural Exhibitions, promoting the products of the horticultural industry. They provide international horticultural organisations and businesses with the opportunity to showcase the latest innovations and the finest cultivars. Importantly, international competitions also serve as a valuable networking platform for the exchange of culture and knowledge.

These competitions will be organised by the Expo organisers in accordance with the Regulations for International Horticultural Exhibitions established by the International Association of Horticultural Producers (AIPH).

International Competition Guidance



Communication & Legacy



1. International Expo Image Library

The **Expo Image Library** is a collection of photos and videos from ALPH-approved Expos, designed for inspiration and reference.

It archives high-quality visual content showcasing key moments, design innovations, and sustainable practices. This resource is available to organisers, exhibitors, and partners, providing creative material for future events while ensuring consistency with ALPH's brand identity.

[Expo Image Library](#)

All files / EXPO MEDIA ASSETS / Expo Image Library / Cat A1

2023 Doha Qatar ⚙️

🕒 Recents

☆ Starred

Name ↑

📁 ALPH Pavilion

📁 Events

📁 GORD

📁 Intl Volunteer Day

📁 Logos and promotional material

📁 National Day

📁 Pavilion

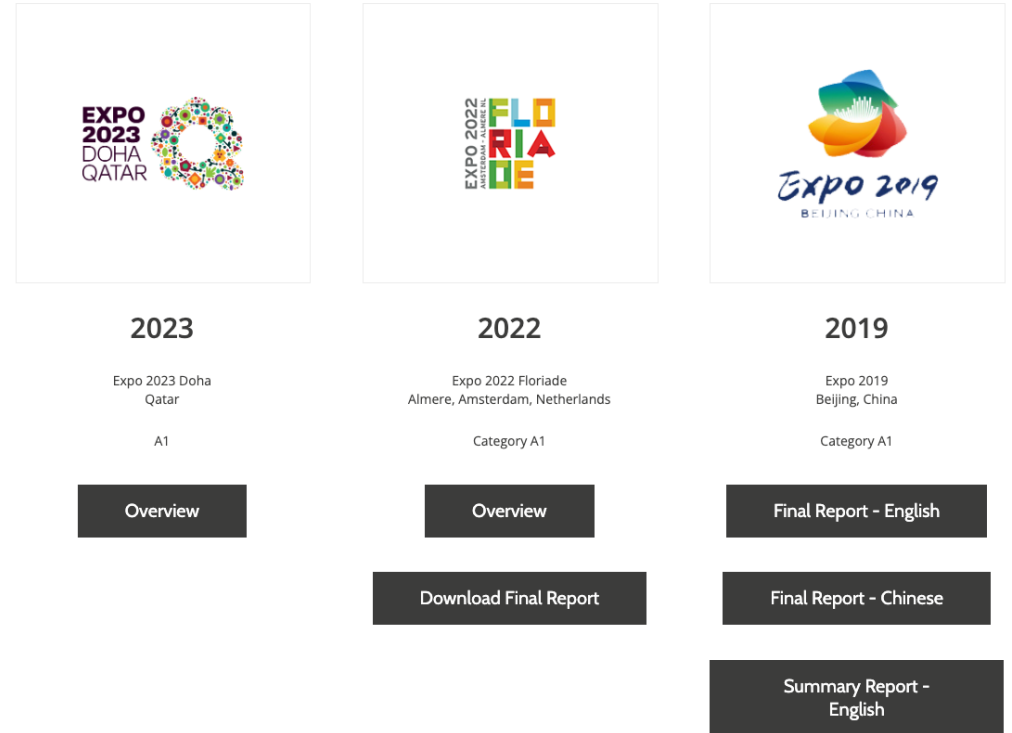
Example: Expo 2023 Doha Folder

2. Final Report

The objective of the Final Report & the Valuation Questionnaires is to provide a summary of the realisation and execution of the International Horticultural Exhibition. The Final Report serves as an accountability report for the stakeholders of the Expo. It should allow to:

- Provide information for future Expo organisers that will be useful in the preparation, planning and running of their Expos
- Help future Expo organisers identify potential Expo impacts and legacy to maximise the Expo benefits for the host city and country
- Create a comparable benchmark across future Expos and measure the Expo benefits in the most accurate way possible, while taking into account local specificities and the individual nature of each Expo

Example: [Past Expos' Final Report](#)



3. Valuation Questionnaires

To ensure the legacy of every Expo is properly understood and comparable across future events, AIPH requires organisers to complete two Valuation Questionnaires - one 90 days after the Expo closure and another three years later. These questionnaires are designed to capture long-lasting benefits that go beyond the final report and span across time. They measure seven key impact areas: **Economic Impact, Enhancing Reputation, Sustainability, Developing Cities, Driving Tourism, Education and Inspiration, and Institutional Capacity.**

The purpose of collecting this data is to give Expo organisers and their stakeholders a comprehensive view of the Expo's long-term impacts so they can learn, adjust, and plan more effectively. Besides, this data enables the analysis of trends, the identification of best practices, and the quantification of the value that Expos bring to their host cities and countries.

Example: [Past Expos' Valuation Questionnaires](#)

2. Valuation Questionnaires

The Valuation Questionnaire is designed to create a comparable benchmark across future Expos and measure long-lasting Expo benefits that go beyond aspects covered in the final report and spanning farther in time.

Thus, the Expo organiser or their Representative, as outlined in the Expo Legacy Plan, will be required to fill in the Questionnaire 1: **90 days after the Expo closure** and the Questionnaire 2: **three years after the Expo closure.**

The Valuation Questionnaires will allow Expo organisers and their stakeholders to have an overall vision of the possible Expo impacts and legacy to maximize the Expo benefits for the host city and country. The results of these questionnaires shared with future Expo organisers will offer a means of evaluating the effects of certain decisions and adjust those for the future Expos.

The Valuation questionnaires provide a list of questions in an attempt to measure the **7 key Expo Impact areas:**

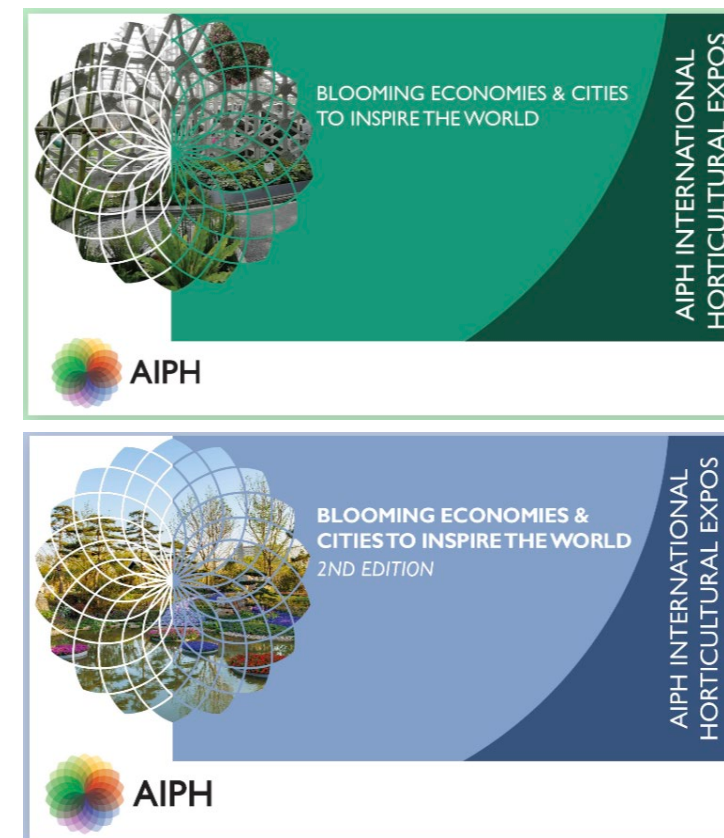
1. Economic Impact
2. Enhancing Reputation
3. Sustainability
4. Developing Cities
5. Driving Tourism
6. Education and Inspiration
7. Institutional Capacity Legacy

The Expo Organiser must submit the most accurate data in this report and if necessary, contract a research party who would be objective and impartial.

3. Valuation Questionnaires

The results from the Valuation Questionnaires feed directly into our Blooming Economies reports, which are published to share the value of Expos with the wider international community. This is why we collect such extensive data: to build a robust evidence base that demonstrates and amplifies the legacy of each Expo

For more insights into how Expos' Legacies have transformed entire urban regions over the decades, not just during the event but for years afterwards, explore the 2020 and 2023 editions of [Blooming Economies & Cities to Inspire the World](#).



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